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RETURN TO POMOLOGY  
SECTION OF NOMENCLATURE.

# Ettersburg Strawberries

*Descriptive, Prices  
and Testimonials*



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AUG 18 1920  
U. S. Department of Agriculture

Issued by the Originator

ALBERT F. ETTER

Ettersburg, Humboldt County, California.

1917

## GUARANTEE

I GUARANTEE MY PLANTS to reach their destination in good condition by Mail to all parts of the U. S., with the understanding that I shall not be held liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed en route, plants missing, or any error I have made, please notify me at once.

ALBERT F. ETTER.



How to read this catalog:

Read and accept it on its face value. Every statement is true, and will bear the closest investigation.

FEB 10 1917

# Ettersburg Strawberries

RETURN TO POMOLOGY

SECTION OF NOMENCLATURE

## Some General Remarks

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This excuse for a catalog, for something that is really worthy, is simply to take the place of a real catalog until I get my business in shape to more widely advertise these new plants to strawberry growers.

One who has never attempted to open a business of this kind does not realize the many difficulties to overcome in introducing a new type of plants, such as are these Ettersburg strawberries, to the public. Experimental work and commercial nursery work are not one and the same thing for really they are almost opposite to each other. Experimental work is very interesting, but in a way it is expensive beyond most peoples notions. When people buy a dozen strawberry plants, they naturally expect something good for their money. But when I set out a thousand seedling strawberry plants, I am in big luck if I get anything for all my work in fruiting them. I figure that any of the desirable varieties I now have have easily on the average cost me \$500.00. Mind you too, this plant, the original plant of a new variety when it comes into my possession, was not a big robust plant, but a tiny little plant that an ordinary housefly could have carried off on his back. When these plants are fruited, they are propagated and fruited out again before they get any standing. Then from these a fair sized patch of the variety is planted and they must make good, or they are discarded altogether. This now means that they are a suitable variety for the soil and climate as we have it here. But it does not mean that the variety will succeed equally well everywhere else. Some varieties are very particular and restricted in their adaption, while others have a wide range of adaption. I cannot know how restricted or wide this adaption is, and there is only

one way to learn this and this is through the experience of others. God himself did not make plants that would grow everywhere, and it aught not to be expected of me. If people who try out these plants would kindly report to me, they would do me a favor and the world a service at the same time, for someone must collect and disseminate this knowledge.

## Terms on Which I Sell Plants

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Heretofore I have sold plants on credit, and the only reason I am discontinuing the practice is that too many people who buy on credit prefer to let it remain on your books as a gentle reminder that they owe you something. I do my best to make every customer a satisfied one, and if all orders are paid for, naturally I can serve each and everyone better. I try to fill all orders to the best advantage, but don't expect a one man concern to give that same mechanical service you expect from a large mail order house. I do, however, pack each order with care and judgment according to the distance it must carry, and I can say that my methods of packing carry perfectly even to Europe. I have shipped to Australia and New Zealand, but it is most difficult, as three weeks on the steamer is almost more than a strawberry plant can stand in a close mail sack, yet still in every case some of the plants survived the long journey through the mail.

I ship only by Parcel Post, and prepay all postage at the price I name. In a class of work that requires much experimentation I can't sell plants at the usual prices charged by others for ordinary varieties and I don't see why it should be expected of me. If one does not care to experiment the sane advice is to let new things of all kinds alone. But if you are progressive and like to see the world advance, take an interest in what has proven of value somewhere else, and see if it is of service to you also. In this way only can the world progress. The man who pioneers the way necessarily must carry the butt end of the proposition and this capacity to do so is often limited to the patron-

age others are willing to give him. I am putting but a few of the most promising varieties I have originated on the market and compared with ordinary standard varieties growing along side them here, they are far superior. They may do equally well for you, but a trial alone can determine that.

I have tried placing these new varieties on the open market, but unscrupulous parties are all too quick to seize an opportunity to make some easy money, and sell any old thing for what is called for. Virtually stealing the originators advertising, and blighting his reputation to make a few easy dollars for themselves. My present plan will be to give the varieties registered proprietary names that will designate the variety, in California, and later they will be registered in the United States Patent Office. This will prohibit others from selling these varieties under their true name, and if anyone prefers to patronize this class, it is their own lookout as to what they are getting.

## About Correspondence

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While I am always willing to answer correspondence, I do not always find time to immediately answer all letters received, especially during the summer months. A person can do just about so much, and if there be more, some of it must remain undone. Thus letters of importance receive first attention while others must await until I get time to answer them.

## Origin of Ettersburg Strawberry

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Because ordinary strawberries would not grow to amount to anything here at Ettersburg, I decided to make some that would. I took the natives and some other wild species—Worthless things ordinary people had no use for, and trampled under foot, and out of these humble species and certain varieties of

our cultivated strawberries I have made a wonderful collection of strawberries of hybrid origin. One can not conceive just what I mean unless he be a visitor to Ettersburg in strawberry season. I could talk to a person for an hour about what I could show him, yet when he saw for himself he would say that he could'n't believe half what I told him, he actually saw twice as much as I told him he would see.

To most people a strawberry is just a strawberry more or less sweet or sour at the case may be. Ettersburg strawberries as they grow in their place of origin have all sorts of flavors, textures and colors from white to darkest red. When Mr. Driscoll of Driscoll Brothers, of Irvington, California, proprietor of the "Banner" brand of strawberries, who grow 130 acres of strawberries, was here last June, he declared he had never before eaten such fine flavored strawberries as he found here, and he was astonished at their great variety. There is no question but that I get all that is in the variety generally, but the astonishing thing to all visitors is that these hybrids are so vigorous and prolific when the regular varieties amount to little under exactly the same conditions growing along side.

One thing that should be constantly remembered is this: that while they are capable of flourishing where other varieties are a failure, does not imply that if other varieties are a success, Ettersburg strawberries should do still better. They may do better and they may not do at all well. Their requirements are different and conditions may suit them or they may not, it all depends. They have excessive vigor and robustness and like their wild ancestors are capable of growing in poor land with little cultivation, far better than ordinary varieties, while if planted in rich moist land they run all to foliage and runners, the fruit will be small and poorly flavored, and the foliage susceptible to attack by leaf-spot fungus. There is so many ways that a strawberry plant is affected by soil and climate that it would take a whole book to go over it all. One general remark might be made on Ettersburg strawberries, and that is this: the poorer the soil the more moisture the plants will tolerate and still produce fine fruit, and the richer the soil the more the moisture in the soil must be regulated if one be successful. I meet with the best success by giving perfect care the first season and



after that let them shift pretty much for themselves. I never plant closer than 30 inches each way, and on a richer soil 36 inches would be preferable.

## Wild Species Used in Making Ettersburg Strawberries

### **THE WOOD STRAWBERRY** **(*Fragaria Californica*)**

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This is a slender growing native strawberry common along the coast of California. It has an edible well flavored red fruit that is sometimes half an inch in diameter. It's favorite place of growing is in the open woods or in open brushy situations, preferring some shade. It is capable of resisting a great deal of drought and is a late fall and early spring grower, resting from lack of moisture in summer rather than from cold of wintery weather. As we find it further north this character gives away to winter dormancy and summer growth. Climatic environs generation after generation shapes the ability of the plant to best accept nature's offering. The *Californica* or Wood Strawberry has been used in most of my hybrids.

## The Chiloensis or Beach Strawberries

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Along the entire western coast of America both North and South, from Alaska to Patagonia and for a considerable distance up the coast of Argentine there is found a strawberry, in varying types, that grows on the sand dunes and coastal bluffs, sometimes a mile or two back from the ocean. It has on our California coast and northward a heavy leather foliage, capable of withstanding the heavy cold northwest

trade winds and exposure incidental to the open coast. It is deep rooted, and robust and hardy in the extreme. Indeed, where our beach strawberry is unable to withstand the harsh elements and exposure of blighting winds and sterile soil, no other flowering plants need try. As we go south the leathery foliage grows less harsh, and in Peru it is rather soft and downy, while in Chili it is more leathery, yet still resembling the tropical Peruvian types more than the California type.

In the far north the fruit is light colored and insignificant. At Cape Mendocino it is sometimes three-quarters of an inch in diameter, light colored, soft and borne on very short trusses. At Point Arena and southward the trusses grow long, and the fruit frequently over an inch in diameter and redder in color than further north. In Peru the trusses are long, the berries white and very large and of a distinct pine-apple flavor, and have exquisite fragrance. The Chilean type is similar to the Peruvian type but more red and less fragrant. The Cape Mendocino type is the more solid in structure, and as we proceed south the berries are more and more open in texture and hollow. The great character all Beach Strawberries transmit to a hybrid is vigor and robustness.

The Beach strawberry is also a very long lived species, and this character is also transmitted to its hybrids.

## The Alpine Strawberry

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This is a species from Europe. It is sometimes devoid of runners, while other plants propagate themselves by runners as do ordinary strawberries. The fruit is either a yellowish white or dark glossy red, and is very palatable, but soft and fragile. The foliage is delicate and light green in color. The whole plant is of delicate structure, being just the opposite from the Beach strawberries.

# The Result of Hybridization

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The Wood Strawberry, the various types of the Beach Strawberries and the Alpine all have played a part in making my new race of strawberries. These along with the Sharpless, Parry, Wm. Belt, Australian Crimson, Michel's Early, Sample, Chespeak, Readerwood and many others among our regular varieties have been used. Sometimes in a simple first cross and sometimes in a complex multohybrid.

One who knows of the variations produced by hybridizing two species can readily understand the great variation one will get when several species are blended as I have done in my strawberry work here.

Perhaps the most noticeable result achieved in my work, the feature that instantly attracts the attention of every visitor, is the vigor, size and robustness of the hybrid plants as compared with the regular varieties growing under exactly the same conditions. Visitors often remark, "What a fine strawberry soil you have," until I show them the rows containing about 100 of regular named varieties. Then they readily see it is the type of plants I have made, and not the soil they are growing in.

## Varieties of Ettersburg Strawberries

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My first attempts to grow strawberries from seed was about 30 years ago, I crossed the old Sharpless with a variety known as the Parry. I grew second and third generation seedlings of this type. At about this time I got in a round-about way, a few plants of a peculiar fuzzy leafed strawberry. Captain Cousins of Eureka, Cal., had picked up and brought to Eureka on one of his trips on a lumber schooner down to Calao, Peru. It was years afterwards that I accidentally discovered the identity and history of this Peruvian Beach strawberry. It was

not only an odd plant, but it was an exceedingly shy bearer. The second attempt it made to fruit, I emasculated the primary blossom on the truss and pollinated it with a blossom of one of my third generation Sharpless-Parry plants. Eleven seedlings were grown from this seed and among these was the Rose Ettersburg, one of the most peculiar strawberries ever produced. Mind you, this variety was produced in the cool foggy climate of Eel River valley, yet it will endure the excessively high temperatures on the desert in Southern California at Thermal and Wagner where it goes up to 120 degrees in the shade, and resists the alkali where the ground is white with it.



## Rose Ettersburg

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The fruit of this variety is light pink in a cool climate, to almost red where there is abundant sunshine. The flesh is nearly white, and the seeds redish brown. The berries are large, and nearly always true blunt, conic, or heart shaped. The blossoms average very large, up to one and one-half inches across and are very showy. In flavor the Rose Ettersburg takes much from the Peruvian Beach Strawberry. Some people don't like it, while others think it is the finest of all. Really it should not be compared in a class with ordinary strawberries because it is in a class by itself. It is mildly acid, and while not of high quality, especially if grown in a cool climate, it is delightfully fragrant and has a flavor all of its own. When stewed, the fruit is very desirable, though of course, only tinged with pink.

The plant is very vigorous and deep rooting, and produces very large sets when well grown. The foliage is light green, and not much subject to leaf-spot fungus. It is very productive, and a fine home variety, often succeeding where ordinary varieties fail. It is a very desirable novelty among strawberries, and worthy of a trial by those who are always looking for desirable and unique things to make variety. Plants are scarce this season. 75 cents for 20; \$2.00 per 100.

## Ettersburg No. 80

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Having succeeded in getting something desirable out of the practically worthless Peruvian Beach strawberry, I decided to "rope in" our two native species, the Wood strawberry and the Beach strawberry from Cape Mendocino. I crossed the Rose Ettersburg with these two varieties and grew numerous seedlings. The Rose Ettersburg-Wood strawberry hybrids were fruitful, but not desirable, while the Rose Ettersburg crossed with the Cape Mendocino Beach strawberry made wonderful plants, with great dark green leathery and glossy foliage, but they produced no fruit. Ordinary strawberries have either female or bi-sexual blossoms, but the Cape Mendocino Beach strawberry is either a plant that has only entirely female blossoms or entirely male blossoms. All my Rose Ettersburg-Cape Mendocino Beach seedlings were plants of the male persuasion, and I was up against it for the season at least. I saved seed of the Rose Ettersburg-Wood strawberry and from this seed I grew seedlings that were a combination of Rose Ettersburg-Wood, Rose Ettersburg-Cape Mendocino Beach, natural cross pollination having taken place as the plants grew side by side. This is how the Ettersburg No. 80 came about.

Ettersburg No. 80 makes a beautiful plant with large, leathery dark green and glossy foliage. The plants are large, the blossoms large and the fruit large, glossy red and very solid. It is a beautiful berry, usually almost globular, and of high quality. As an all around variety it is hard to beat. From letters received from various parts where it has been tried out, it appears to leave a wide adaption of soil and climate. It is one of the most desirable table and shipping berries. As a canning berry it does not break up in cooking, but the color fades as among ordinary strawberries, yet the flavor is very superior even after the color has faded. The flesh of No. 80 is red, but not so red as in some of my other varieties. So vigorous and robust is No. 80, that here where the ordinary varieties do but little, even with the best of care, No. 80 is able to naturalize itself and grow wild and even growing thus, it pro-

duces splendid fruit. They are very productive, and long lived plants, producing year after year until the crowns are destroyed by the strawberry crown borer. As it behaves here, it is a numerous plant maker the first season but after that few runners are sent out.

Again I will call attention to these hybrid beach strawberries, that they are not exactly like ordinary varieties in any particular. One can easily make the ground too rich, and thus grow most beautiful plants that will be a disappointment when it comes to ripe berries. After one passes a certain degree of richness in the soil, the berries will develop less perfectly, be smaller, soft and of poor flavor. Worst of all, over richness predisposes to leaf-spot disease. This fungus not only attacks the foliage, but also the fruit stems, thus cutting off the supply of sap to the berry. It even attacks the calyx or "hull" and from this enters the fruit itself, and acts as a rot.

It is also almost universally conceded that plants of ordinary varieties that are not "white rooted" i. e., new sets, are almost worthless to set out. Demonstration here on my grounds year after year, prove that plants that are two or three years old, growing where they rooted, if they grew on a soil that permitted taking them up with all their fibers, still make desirable plants, and quite the equal of new sets. I have sent out many of these one and two year old plants and yet to have a complaint.

Another point I might as well mention here is this: the structure of No. 80 and most of the hybrids (all the best canning varieties) is solid and clings all in one piece, differing from the ordinary strawberry as a cling peach differs from a free-stone peach. This feature is the foundation of a desirable canning strawberry. I might also say that a good canning berry must also be a good berry for any other purpose also, because it takes high quality to make a good canning berry, though it cannot be said that a good dessert, or table berry, really need be a canning berry at all.

This feature of solidity combined with firmness, as we have in No. 80, also makes the best shipping berry. To show what No. 80 will stand up under, I hauled them in a rough spring wagon, 60 miles over rough mountain roads on a two day journey and

On arrival the berries still looked as though just taken from the garden. This may look remarkable to people who know only ordinary strawberries. They may consider further, that these berries were not packed in special boxes, but were picked into five pound boxes, with no attempt to packing at all, and the first day out, I drove over a very rough river bar for 200 yards, part of it being so rough I could hardly keep being thrown off the wagon seat. While I am telling it, I might also say that no ordinary variety I know of will stand this test, even though we do grow an extra firm berry. Nor does No. 80 hold any exclusive title to this unusual firmness, for No. 121 is much more firm, and a much better shipper than is No. 80, and No. 121 is not to be compared to a new variety I fruited for the first time last season, for this new one is in a class by itself when it comes to firmness, and it is as red as it is firm.

Another feature I could touch upon to make some of the things I say more readily understandable is this: some apples are long lived after becoming ripe, and some last for but a few days. So it is with strawberries. Not do I mean that one will find any very marked difference in the regular everyday varieties of strawberries for inside all their numerous varieties, they don't differ much after all. But in Ettersburg strawberries we are dealing with new species. For instance, the Beach strawberries have more than double the days of life after beginning to turn red, and after becoming fully ripe than has any ordinary strawberry, and this is a big feature in a strawberry in many ways.

Still another feature most noticeable in these hybrids is that unless lying directly in contact with the ground, rain has no effect on the ripening fruit. Mr. Hogan of Modesto, Cal., writing me last summer said No. 80 stood rain like a duck. That while the rain did spoil the crop of ordinary varieties, the No. 80's he had, would apparently have stood twice as much rain without any preceptable injury.

Thus you have some light on No. 80, as well as on other of my varieties in general. I know of no better dish of strawberries than our No. 80 when well grown, as they do here, oftentimes quite one and one-half inches in diameter. For those people



who always take their's "with a grain of salt" I will say that if they will visit Ettersburg in the strawberry season they will not only be forced to believe all I have written, but they will see much more to believe also.

I have almost one acre of No. 80's that are two years old, and some young sets. These will be sold while they last for \$1.00 per 40 plants, \$2.00 per 100 plants, \$5.00 per 500 plants and \$7.50 per 1000 plants, delivered anywhere in the first, second, third or fourth zone free by parcel post.

## Ettersburg No. 84

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This variety is a sister to No. 80 and differs from it in having a berry that in structure more closely resembles the ordinary strawberry than the cling-core type as found in No. 80. It is a very high flavored berry, very red and good, but not a good shipping berry, or good for canning, as it breaks up as do ordinary sorts.

The State Agricultural Experimental Station report, Bulletin No. 401, of Geneva, N. Y., highly recommends No. 84 as a desirable sort in that station. Luther Burbank says it is a fine variety on his heavy adobe soil at Santa Rosa. It is not quite so productive here as No. 80, and while it is desirable for its fine table qualities, it is less desirable than No. 80, for general culture.

Prices same as for No. 80.

## Ettersburg No. 89

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In this fine variety we have a variety coming directly from crossing the Dornan with the Cape Mendocino Beach Strawberry. It combines great vigor, hardiness of plant and long life with productiveness and beauty of berry. The plants grow very large and bear heavy, but they do not tolerate rich moist soil. It is a berry of medium quality, that has a flavor that is greatly enlivened by the addition of sugar. It is well adapted to



very heavy soils if not too rich, or, if they be too rich, if they be forced to "rough it" somewhat after becoming well established. It is a good market berry, and a good canner fading less than No. 80, and is well flavored. The berry is a bright red when ripe, and turns to a very dark red as it becomes over-ripe. The blossoms are very hardy against frost in the blossoming season. It is a desirable variety, especially recommended for poor soil. The Geneva Station recommends it as one of the very finest of shippers and a desirable variety. Prices same as for No. 80.

## Ettersburg No 121

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In this fine variety, we have a strawberry that is not related to the ordinary varieties. Its mother was the little wild Alpine strawberry and a white one at that, and the father was the wild Cape Mendocino Beach Strawberry, a berry that is soft, fragile and only partly red. But out of this combination, there resulted a variety that if compared with ordinary varieties, it is in a class by itself for firmness. It is not only red to the center, but it will stain the fingers of the pickers and does not fade much after being canned, even if left exposed to the light. Like some other wild species in this world, it does not always take too kindly to cultivation, but prefers to rough it more or less. Under proper conditions it is immensely productive, but it has one very peculiar weakness as regards bearing. In the Cape Mendocino Beach strawberry, some of the individual plants, as they grow from the seed, and that of course includes their runners also, are purely male blossomed, or, purely female. Male and female blossoms never occur on the same plant, nor are there bi-sexual blossoms. The purely male blossoms cannot set fruit, as the female parts are only rudimentary. The Alpine species has bi-sexual blossoms. In No. 121 the blossoms are part bi-sexual as in the Alpine, and part purely male as in some plants of the Cape Mendocino Beach Strawberry. The primary blossoms on every truss are bi-sexual and fruitful, while the blossoms farthest out on

the truss are always purely male, and unfruitful. Sometimes but a single blossom on a truss is bi-sexual and again nearly all will produce perfect fruit, and as the blossoms are extremely numerous the crop will be immense I have seen as many as 200 ripe berries on a 3 year old plant. Just what conditions control the proportions of fertile to unfertile blossoms, I have never been able to figure out. The finest berries too, always develop on a rather poor soil where they will attain a size up to one inch in diameter, while as the plants approach rankness, the berries run smaller and smaller. The plants naturally grow compact, and to a large size, and the first season develop many runners. After the first season the runners are not numerous, as they grow here. They are one of the latest to blossom and the profusion of blossoms makes the patch look almost like the plants were half covered with snow.

The fruit is a brilliant red, of very uniform size, and never deformed. Where it grows well, it picks free of the husk, taking this trait from the Alpine species, and as there is scarcely any abrasion, and as the fruit is so exceedingly firm, it can be picked thus and marketed. As it is an ideal canning berry, this feature of picking would save the canner about two cents per pound, and make it possible to put a much more perfect berry in the cans, as it is quite impossible to husk strawberries after picking, and make them as perfect as a huskless berry of No. 121's type. It is impossible to break the berries up in boiling, but nevertheless if crushed before cooking they are far and away finer than ordinary varieties for jam and preserves as they have so much body to them, and a color that does not fade.

In flavor the No. 121 is sprightly acid, sweet, and extra good if grown in a warm climate. But if grown in a cool climate they are rated as rather sour for a table berry. The berries are almost globular in form and even in size. Beautiful appearance and firmness should make them an ideal shipping berry. Of all the varieties I have produced, No. 121 is one of the longest lived after becoming ripe. Here they produce but a single crop, but in many places they are continuous bearers throughout the summer.

They are probably best adapted to a light soil, but they have been reported as doing

well also on heavy clay. Ordinarily they are very free of disease, but under unfavorable conditions they are susceptible to leaf-spots fungus.

Prices for Ettersburg No. 121 are the same as for No. 80.

## Trebla Strawberry

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This is the first of my **registered** named varieties. The registration laws of California say we may not register a surname, a geographical name or descriptive word. This practically means that a proprietary label must consist of a coined word. If you desire to know from whence came the word "Trebla" read it backward and you will understand.

Trebla is the wonderful variety that in its second tryout with 15 plants proved its merit by yielding over three qts. of berries to each plant, or, at the rate of about 25,000 qts. per acre. A strawberry that can do that is certainly some strawberry, and is entitled to the credit people who know the variety are willing to give it, viz., being in a class by itself. It contains the blood of the Peruvian Beach, Cape Mendocino Beach, Californica or Wood Strawberry and Alpine, and Sharpless, Parry and Michel's Early among our ordinary varieties. It is 9-32nds related to the ordinary type, and most of that five generations removed. Though made up of these many species, it possesses a propotency that is remarkable. Trebla is the only strawberry that enjoys the distinction of being an ever-green and changing its clothes in midsummer. Its spring foliage lasts from March until July, and its summer foliage from July until May. The spring foliage grows up through the old green foliage which latter serves as a mat to keep the fruit clear of the ground.

The blossoms which are bi-sexual are so well protected by the foliage and so hardy against cold that where No. 80 growing alongside lost 40 per cent of its blossoms by successive frosts, Trebla lost only 2 per cent. This is one of the most valuable features a variety can possess. These frosts occurred morning after morning, for two weeks or more, usually being down to 28 to 30 degrees.

It seems almost incredible that they could live through it with almost a complete crop yet they did. This hardness is due in a measure to its peculiar style of foliage, which is arranged as a canopy over the blossoms. Only by parting the foliage can one really see the profusion of blossoms the plant has. The blossoms effectually cross and tangle themselves in the winter foliage, and this keeps the fruit clear of the ground until ripe, unless excessively hot weather comes on them as it does occasionally here. When the temperature goes above 90 degrees the plant opens up and spread out exposing the fruit to the sun. However, when the Trebla is sunburned it acts differently from any other strawberry and does not turn pale and get soft, but remains red and quite firm. If after one of these heated spells the weather turns cloudy the plants will quickly recuperate and go along about their business as though nothing had happened, showing wonderful recuperative powers.

The fruit of Trebla is about an inch in diameter always in perfect shape, and is not only red, but very red, and filled with a juice that will stain the fingers, and wont wash off. When canned they will not break up, no matter how long they be boiled, and the color will not fade out even if the jar be left standing unprotected in the light for years. They can be readily picked without the husks for canning purposes, and will stand handling in this manner exceedingly well because they are very firm. The flavor of Trebla too, is different from other strawberries, and it is a flavor of its own, and there is more of it. It is most agreeable and if there is any such thing as all the flavor of the "wild strawberry," Trebla is worthy of being placed in that class. It looks like no other strawberry as it grows in the patch, and is superior in flavor for any purpose, either fresh or cooked.

The productiveness of Trebla is a marvel to all. In the second try out here, 15 plants, some of which could hardly be called plants when they were set out, they were so small, a year after they were set produced 46 quarts of berries, or at the rate of 25,000 qts. of berries per acre. Of course these plants had ideal care in a way, but then each one had nursed 30 sets up to April 1st. To make the meaning of this clear, ordinary varieties cease to nourish their sets after they become

dormant in the fall, but Trebla runners remain green through the winter, as does the foliage, and continue to furnish sap to the young sets until about the first of May. This makes great sets, but it is also a big drain on the mother plant, and only bears out that I have already said about endurance and recuperative ability. In a colder climate than we have here, the runners might become frosted in winter and cease supplying sap to the sets as they do here.

Another very remarkable thing about Trebla is that it is everbearing and is capable of producing fine plump berries under moisture conditions that seem incredible. They produced berries all through August and September without a bit of rain after the middle of July, and the heat often up in the 90's had no effect on the berries. Of course the soil was not absolutely dry, but still it was so dry that alfalfa sown in the spring in rows and cultivated was not growing nor was it growing where it was a year old and not cultivated. Trebla produces a good many runners the first season, but after that it bears so heavy that few runners are sent out.

I have a lot of fine plants of this variety this year that I will sell as long as they hold out at the following prices: 12 to 15 plants, \$1.00; 100 plants, \$6.00; 500, \$25.00, parcels post paid anywhere. These are fine strong sets, and ready to dig about January 1st, 1917.


## “Euresko” Strawberry

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Euresko is like Trebla in that it is everbearing. It is unlike it in that it has not the solid meaty type of berry, but one that is like the ordinary type of strawberries. It is extra well flavored, deep red with golden seeds. The flesh is very red, and it makes an ideal crushed strawberry or a strawberry for preserves, but it is not a good canning berry because it breaks up in canning. It is an unusually strong grower, and also very productive and everbearing.

It has unusual deep rooting habit, and I believe it is going to prove of wide adaption to various soils and climates. The foliage is very large, dark green and leathery and

when the plants are in full blossom they are one of the showiest I have yet seen. They make numerous runners the first season out, but after that they produce very few runners, and devote their entire energy to fruit production. The blossom is bi-sexual. Prices on Euresko plants are the same as for Trebla. The stock available this season is limited, but are exceptionally fine plants.



## Beaderarena Strawberry

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In Beaderarena I have realized my ambition in making a composite type of berry, preserving certain characters found in the Beach strawberry, and piecing out the defects of this type with desirable characters from the ordinary type of strawberries. The name is a coined word composed of the first half of the word "Beaderwood" and the latter word of "Point Arena," the variety being a hybrid between the Beaderwood and Point Arena Beach strawberry. It is as red as a ruby and finished like a jewel. It has not the flavor of the beach variety, nor has it a flavor like the ordinary type of strawberry, but a distinct flavor peculiar to itself. It is different from any other strawberry I ever produced and its seedlings would indicate that it is one of those breaking away types occasionally produced. It is nearly pistillate, but when cross fertilized it is capable of making a berry for every blossom. The berries are fairly large, but sometimes they grow very large. It is productive, and holds its fruit clear of the ground. It contains the Beach strawberry character of gradually filling the ripened berry with sugar, if the climate is dry and warm, and birds do not molest, until the berry is converted into a soft sugary confection similar to a dried fig or raisin. I have seen other varieties do this stunt in a way, but imperfectly, but with Beaderarena, it can accomplish it on a commercial scale. It is a distinct, high-class berry, firm enough for ordinary shipment, and when once placed on the market will have everything its own way while the supply lasts. At any rate this was the opinion of Mr. Driscoll. The Beaderarena plant has nearly all of the distinct characters

of the true Beach strawberry. The foliage is glossy and leathery and the plant deep rooting, heat resisting and long lived. Like the Beach Strawberry, it is a great runner maker, and also capable of thriving on poor sandy soils where one could not think of growing ordinary strawberries. Rain does not affect the berries until after they are over-ripe. Plants of Beaderarena are the same price as quoted on Trebla.

## Other New Varieties

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Besides the varieties individually described, I have many others promising varieties, some of which are fully tested out, and of which some plants will be available next season, and some of which have fruited but once. Such of these as I consider worthy of introducing, I will give a name and the prices will be the same as quoted on Trebla, Beaderarena and Euresko.

In the first class there is a variety that has a very low growing plant, and produces exceedingly large and very showy berries of superb quality. It is very likely it will be a success on fairly rich ground. It is very productive and a real beauty.

Another fine variety is capable of withstanding much heat without distress. It is the latest of all to bloom, and has the juiciest berries of any I have yet produced. The berries are very large and red, and of splendid flavor. They are a strong grower, and hardy, long lived plants. Considering the juiciness of the fruit, it is quite firm. I consider it one of the finest berries for table use I have yet produced.

Another variety has a berry that is dark red and has a blackcap raspberry flavor. A fine table berry and excellent for making jam. While the plants are fairly large, I believe it is going to show adaption to rather rich moist lands also. It is everbearing and very productive.

Still another is a berry of the Beach type of flavor. It is exceedingly large, pink in color, with white flesh like Rose Ettersburg and exceedingly productive.

There is three varieties of the same



breeding that in a way resemble the ordinary strawberry, yet they have the solid fruit of my hybrids, and much of their robustness and vigor. One of these has fruit of enormous size, another has all sorts of fantastic shaped berries, and the third has a great capacity to produce a large quantity of large fine berries of splendid substance and quality. All these are of deepest red and strong robust growers.

In varieties fruited but once, there is one of a firmness I never before saw equalled in any other variety. It is intensely red and solid, well shaped and good flavored. Another variety is not quite so red or so firm, but more productive.

Then there is one with a clear shell pink color, and large size. The seeds are deep set, and it is one of the prettiest berries I have yet seen. The flavor is equal to the red varieties and the fruit is firm and solid. A Chilian Beach hybrid seems to have no idea of shape, as the fruit grows in the most outlandish irregularities I ever observed in a strawberry. The berries are large and well flavored. One of these new, light colored berries has a yellow color, dark brown or blackish seeds and a flesh that is golden yellow and very sweet. Another is almost white, very firm and very sweet. Then there is another freak that insists in frequently producing foliage with but a single large lobe instead of the customary three leaflets, that goes to make strawberry foliage.

Just where these strange variations will eventually lead to is hard to say. The field now visible to work over is immense as I see it. The amount of work I can undertake will in a great measure be determined by the revenue I can take in by the sale of plants. I am trying to do my part well, and I ask the public to contribute their mite in buying and testing out some of these new varieties and I will serve them to the best of my ability.



# What Other People Say About Ettersburg Strawberries

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Prof. A. H. Christiansen, Farm Adviser of Humboldt County, the first Farm Adviser in California, has visited Ettersburg many times and contributes this statement regarding Ettersburg strawberries.

OFFICE OF THE FARM ADVISER

319 G STREET

EUREKA, CALIFORNIA

Eureka, Cal., Dec. 4, 1916.

Albert F. Etter,  
Ettersburg, Calif.

My Dear Mr. Etter:

I have been very favorably impressed concerning the new varieties of strawberries grown on your farm at Ettersburg. I do not believe I have ever seen strawberries yield in such profusion as I have seen them yield at your place, and under what would have appeared unfavorable conditions to strawberry culture.

I have also been very much interested in watching the canned product, (Trebla variety) placed on exhibition in my office for the last eighteen months. The remarkable thing about these strawberries is that they are of the same color today as they were when put there. They are also perfectly whole and the texture is unchanged.

Wishing you all success, I remain,

Very sincerely,

A. H. Christiansen,  
County Farm Adviser.

Office of the

HORTICULTURAL COMMISSIONER

EUREKA, CAL.

Nov. 29, 1916.

Albert F. Etter,  
Ettersburg, Calif.

Dear Mr. Etter:

I desire to express my sincere appreciation of the work you are doing at Ettersburg Experiment Place in the line of breeding new strawberries, apples, etc., to enrich the Horticultural world.

Before I visited your place I did not realize the extent of your work. Since then I have taken particular interest, while traveling over the county, in noting the success growers are attaining with your various varieties of hybrid strawberries.

I often have occasion to see some of your Trebla strawberries canned in glass jars, in the office of the Farm Bureau in Eureka, that have been exposed to the strongest light for the past 18 months, yet today they seem to be as natural and red as the day they were put in the jars, just like the fresh fruit. They certainly look very attractive.

Trusting I may again visit your interesting place in the near future, I am,

John F. Benton,  
County Horticultural Commissioner

BARREN HILL NURSERY  
NEVADA CITY, CAL.

Nevada City, Cal., Dec. 23, 1916.

Mr. Albert F. Etter,  
Ettersburg, Cal.

Dear Sir:

I want to tell you that your hybrid strawberries No. 80 and No. 84 are prizes in every sense of the word. Stronger in growing than any sort I know of, productive in proportion to extremely large size of plants. Quality, both for table and canning; Flavor delicious, distinct and **equaled only by the wild berry.**

In short you are "hiding your light under a bush" in not putting them under wide distribution.

Yours respectfully,  
Barren Hill Nursery,  
C. E. Parsons.

Mr. W. F. A. McIntyre of Thermal, Cal., writes interestingly on Rose Ettersburg strawberries in that hot region.

CONCHILLA RANCH

October 8, 1916.

Mr. Albert F. Etter,  
Ettersburg, Cal.

Dear Mr. Etter:

I thought perhaps you would like to know how Rose Ettersburg strawberries thrive here on the desert. The variety

surely surprised me. It is far and away above all others in resistance to alkali, desert drouth, (which is worse than other kinds of drouth) and hot sun. The plants remained green and unwilted when the ground dried out hard, with a crust of white alkali on top, (my soil is a fine sandy loam) and started vigorous growth when water was again supplied. You will understand better what this means when I tell you that the thermometer ranged at and above 110 degrees F all summer reaching a maximum of 120 degrees in June.

I received these plants from you in April, and because I thought they looked like they were going to die I neglected watering them, intending to abandon them. Later seeing that they would not die, but persisted in trying to grow, I transplanted them again in mid-summer to a spot nearer the ditch. They immediately put forth vigorous foliage and the ten plants now have increased to over 150.

I am herewith enclosing my order for some of your other hardy varieties to try out here to see if you have anything better to resist heat than Rose Ettersburg.

I am,  
Very sincerely yours,  
W. F. A. McIntyre.

Merril, Mich., Sept. 10, 1915.

Albert F. Etter,  
Ettersburg, Cal.

My Dear Sir:

Regarding the behavior of Ettersburg strawberries in this region I will say that the surprise was the wide range of delicious flavors uncommon to ordinary varieties. The plants also are of great vigor.

I am,  
Very truly yours,  
M. Mayer,  
Mayer's Plant Nursery.

The following is a note published in the Pacific Rural Press by Col. John P. Irish of Oakland.

To the Editor:

I note the report of ill-luck with Ettersburg No. 80. The same would have

happened with Banner or other sorts. My No. 80 was not irrigated or fertilized. It is in the peat soil of the Delta, and is the greatest cropper I ever saw. The berry is large, globular, bright red, fine flavor and of exceptionally good shipping quality, for it does not crush, and when canned holds its form. I think market growers are going to find this a very interesting berry.

O. M. Taylor, Foreman in Horticulture in the New York Agr. Exp. Station at Geneva, reports encouraging results with Ettersburg No. 80, 84, 89 and 112. Leaf-spot fungus is their principle foe, which was probably augmented by putting the plants on too rich ground. They are among the latest to blossom and ripen and are of exceptional shipping quality in No. 80 and 89.

Prof. A. A. Brigham, formerly connected with the American Farmer's School of Minneapolis, Minn., but now on his home place in Brinklow, Md., tried out Ettersburg strawberries on his place and writes as follows on No. 80.

"Great growth and splendid fruit in quality and quantity."

Under date of May 15, 1915, Col. John P. Irish of Oakland writes that Ettersburg No. 215 and No. 335, now known as "Euresko" are very promising sorts on his Delta farm at Casa Rio. Regarding the damage done by the May rains, he comments as follows on Ettersburg No. 80. "It suffered less than any other variety on account of the length and strength of the stems which held the fruit off the ground. This is another merit of this remarkable berry."

Prof. Frederic Burk of the California State Normal of San Francisco, under date of June 4, 1915, wrote me as follows:

I got some of your Ettersburg No. 89 two years ago and while I did not think much of them last year, I am brought this year to the realization that its long roots make it invaluable, and despite the rain I have had a terrific crop from it. My ground is naturally heavy clay, with a tendency to turn into cement in the summer time when I irrigate it."

Mr. B. F. Catlett of Sutter, Cal., writes as follows of Ettersburg No. 80 after growing them for several years:

We find No. 80 the most wonderful strawberry we have ever seen here. The berries measure 3 to 5 inches in circumference, and bear profusely for about a month. As a desert and canning berry we have never seen its equal. 20 to 30 berries fill a strawberry basket that sells for 15 cents or 1-2 cent each. Wherever this variety succeeds as it does here, it surely will supercede all other varieties.

The following letter shows the results one gets when they put No. 80 on the right kind of soil.

Ukiah, Cal., March 28, 1916.

Mr. Albert F. Etter,  
Ettersburg, Cal.

My Dear Sir:

Stumbling or no stumbling, you are surely doing some wonderful things in strawberries and one of the best features of it is that people can put their faith in what you say and not get stung. I have had a different experience with some other well meaning but too enthusiastic "wizzards." I am cultivating about 15 different varieties of strawberries, thorobreds grades and scrubs, and not one of them comes in sight of No. 80 for prolificness nor hardness of plants. In fact the No. 80 on moderately poor soil, but with good cultivation and some irrigation, bears so profusely that it must be seen to be believed. If I ever give up No. 80 on this place, it will be because some other of Etter's varieties crowd it into the back-ground.

Wishing you all success, I am,

Very truly yours,

E. R. Taylor.

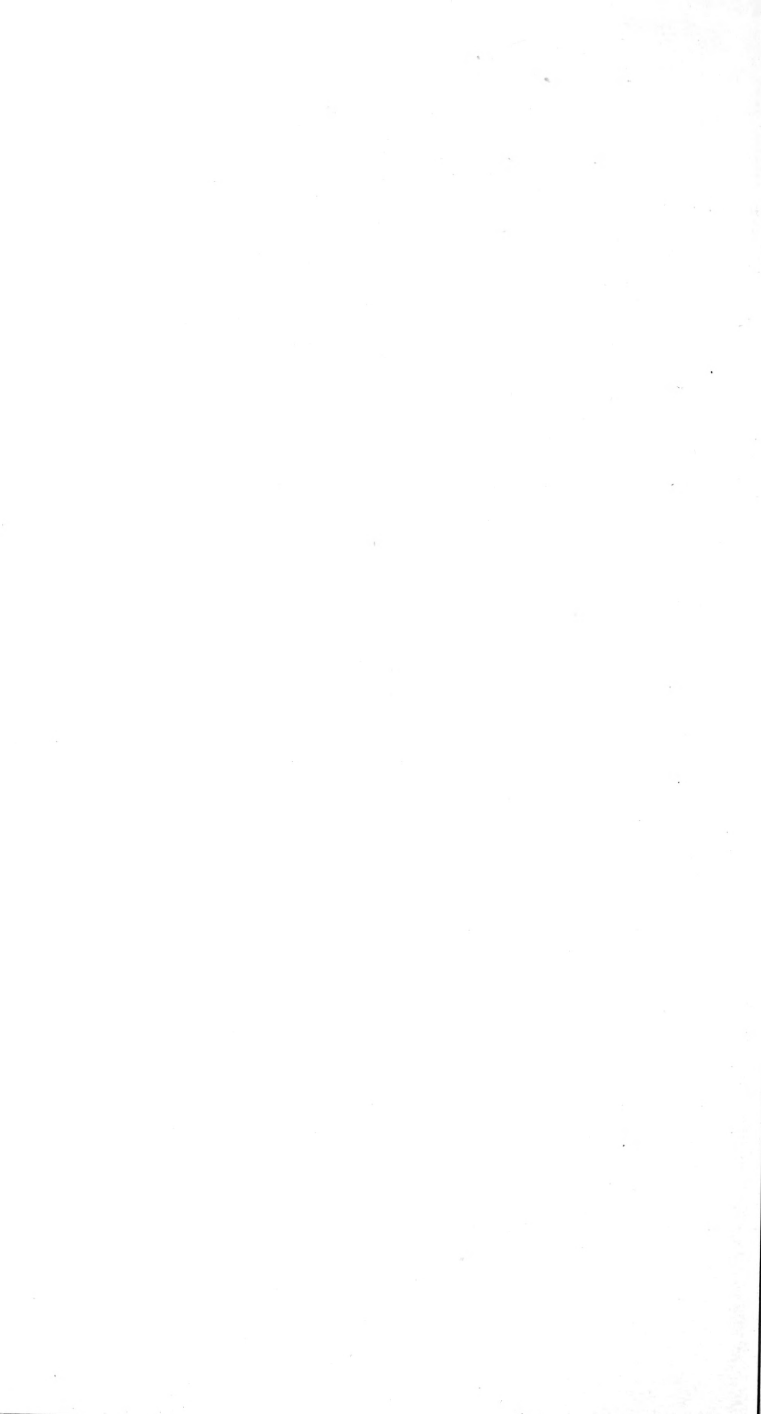
Mrs. J. A. Ball, of San Jose, writes as follows under date of May 18, 1916.

"I have for the past three summers grown your Ettersburg No. 80 very successfully. My original dozen plants came with a subscription to the Pacific Rural Press. Everyone says they never saw any strawberries to compare with these for productiveness, and the flavor surely is fine."

The above letters show how my varieties have succeeded in some places away from home. I freely confess that I have received some letters telling of failure also, but as the Author of the Universe himself did not make plants so adaptive that they would succeed everywhere, I see no reason why it should be expected of me.

Most of the failure report the plants susceptible to leaf-spots, but the new varieties I am now putting out seem almost entirely free of leaf-spot, and this may make the adaption of Ettersburg strawberries much wider now.









*Treble Strawberry*

Notice how the fruit -  
is all through the  
foliage and held  
free of the ground.



